

PROJECT NUMBER: 4024  
PROJECT TITLE: Japan Product Development  
PERIOD COVERED: July, 1988  
WRITTEN BY: C. R. Lambert

I. MARLBORO

- A. Objective: To improve the subjective acceptability of the Marlboro (Full Flavor) product.
- B. Status: A Danchi consumer test evaluating the current Marlboro Japan and Marlboro Lights Japan blends with and without charcoal filters indicates a preference for charcoal filters on either blend (the current Marlboro Japan Full Flavor does not have a charcoal filter). Based upon this test along with internal evaluations, the "NEW" Marlboro Japan used in our testing will have a charcoal filter and the present Marlboro Lights Japan blend.
- C. Plans: A testing matrix (5 PMI tests and 1 Danchi) evaluating the existing and "NEW" Marlboro Japan along with Lark FF and the USA Marlboro is underway.

II. CHESTERFIELD

- A. Objective: Development of an American blended product in the 11 to 12 mg tar range.
- B. Status: Based upon internal evaluations, the L&M Milds type blend was preferred over the Famous blend when a charcoal filter was used.
- C. Plans: Two models with different casing and aftercut systems will be tested on the Danchi panel versus Camel Mild and Lucky Strike.

III. BLIND TESTING OF PRODUCT

- A. Objective: Evaluate a means other than ringtipping to remove the Mild Seven logo.
- B. Status: A consumer test has gone to Japan using cigarettes which have had their logo removed by the blasting technique. The Danchi panel returns indicate the logo removal may alter the strength of the cigarettes.
- C. Plans: A test using Marlboro (USA), Lark, the "NEW" Japanese Marlboro, and Mild Seven is scheduled, but is presently being reevaluated. All models will be treated by the "blasting" operation and will also be ringtipped.

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## IV. LIGHT/ULTRA

- A. Objective: Develop 5-7 mg. tar products to compete favorably against Mild Seven Lights.
- B. Status: A Danchi Panel is presently in Japan evaluating the 5-7 mg. products. The models include variations of blend, filters, flavors, and casings. Results should be available by early September.
- C. Plans: JTI's ultra-low entry, Frontier, will be the object of a Danchi panel test in September. Information from the Danchi presently in Japan and further internal model evaluation will determine our model selections for this Danchi.

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